

Business Uses

In any community there are both desirable and undesirable locations for businesses. If they are located in desirable locations, they usually prove to be an asset to the community and a profitable investment to the entrepreneur; on the other hand, if businesses are permitted to locate in undesirable locations, they can be a liability to the community and in many instances, an unprofitable investment. Unfortunately there is no clear dividing line between what constitutes good and bad locations for businesses; however, it is possible to define in general terms the desirable and undesirable locational factors for business, and then to use these factors as a guide in selecting areas suitable for business uses. Before this can be done, though, it must be recognized that there are five types of business uses, each having somewhat different locational requirements. They are:

Businesses Associated with the Central Business Area, such as department stores, variety stores, hardware stores, clothing stores, jewelry stores, and other such businesses usually having a relatively small amount of floor space and a high volume of customers.

Neighborhood Businesses, such as drug stores, grocery stores, small variety stores, and other such businesses catering to the residential neighborhoods in which they are located.

Highway Serving Business Uses, such as motels, restaurants, large service stations, and other such businesses catering primarily to the passing motorists.

Shopping Centers, with uses ranging from nothing more than a concentration of a few stores catering to the surrounding residential area, to the regional shopping center, with several large stores, serving about the same function as the central business area.